

Open Innovation & Open Source

Lessons Learned in the
Mozilla Community

Image Credit

The Great Wave off Kanagawa (http://en.wikipedia.org/wiki/The_Great_Wave_off_Kanagawa)
by Hokusai (1760-1849; <http://en.wikipedia.org/wiki/Hokusai>)

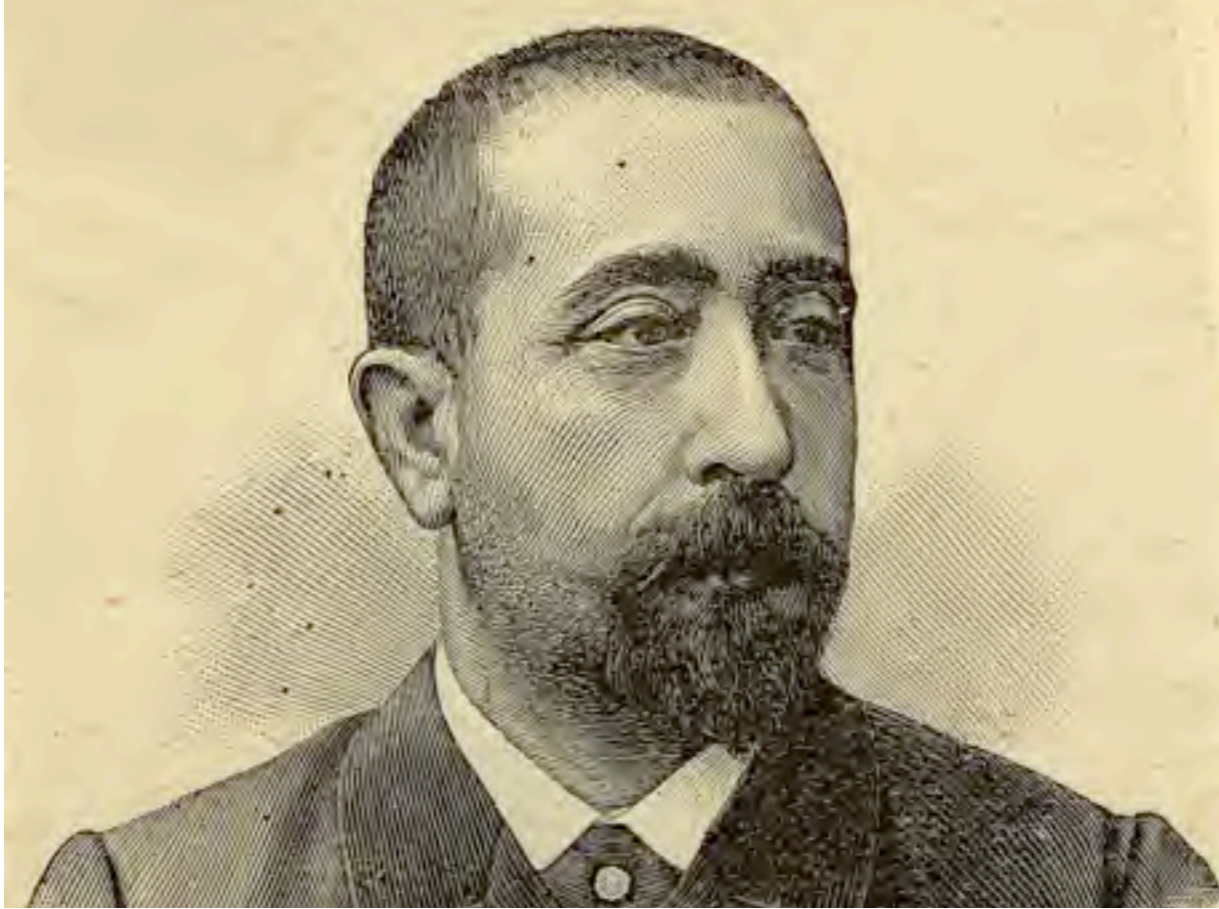


Leadership by Open Innovation in the Telecoms, IT and Media Industries

April 24, 2008
Haus der Bayerischen
Wirtschaft, München

Image Credit

The Great Wave off Kanagawa (http://en.wikipedia.org/wiki/The_Great_Wave_off_Kanagawa)
by Hokusai (1760-1849; <http://en.wikipedia.org/wiki/Hokusai>)



CULTURAL

DIVIDE

Recommended Reading

- Open Sources: A Brief History of Hackersdom (<http://www.oreilly.com/catalog/opensources/book/raymond.html>)

Image Credits

Engraving of Dr. Georges Gilles de la Tourette by M. Pirou

Photograph by Jacob Appelbaum (<http://www.flickr.com/ioerror>)

Taken at Jamie Zawinski's DNA Lounge

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Original image can be found at <http://www.flickr.com/photos/ioerror/37869115/>

The Meaning of Free in Free Software

Recommended Reading

- The Free Software Definition (<http://www.gnu.org/philosophy/free-sw.html>)
- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)

The Meaning of Open in Open Source

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- Freely Study

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- Freely Share

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- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)

The Meaning of Open in Open Source

- Freely Run
- Freely Study
- Freely Modify
- Freely Share
- Commercial **and** Non-Commercial

Recommended Reading

- The Free Software Definition (<http://www.gnu.org/philosophy/free-sw.html>)
- The Open Source Definition (<http://www.opensource.org/docs/definition.php>)



Free Software & Open Source

Technology Enabling Existing
Social Models

Recommended Reading

• Wikipedia: University (<http://en.wikipedia.org/wiki/University>)

Image Credit(s)

Laurentius de Voltolina (14 c.)



The Mozilla Foundation

A Public Benefit Non-Profit
Organization for Net Users

Recommended Reading

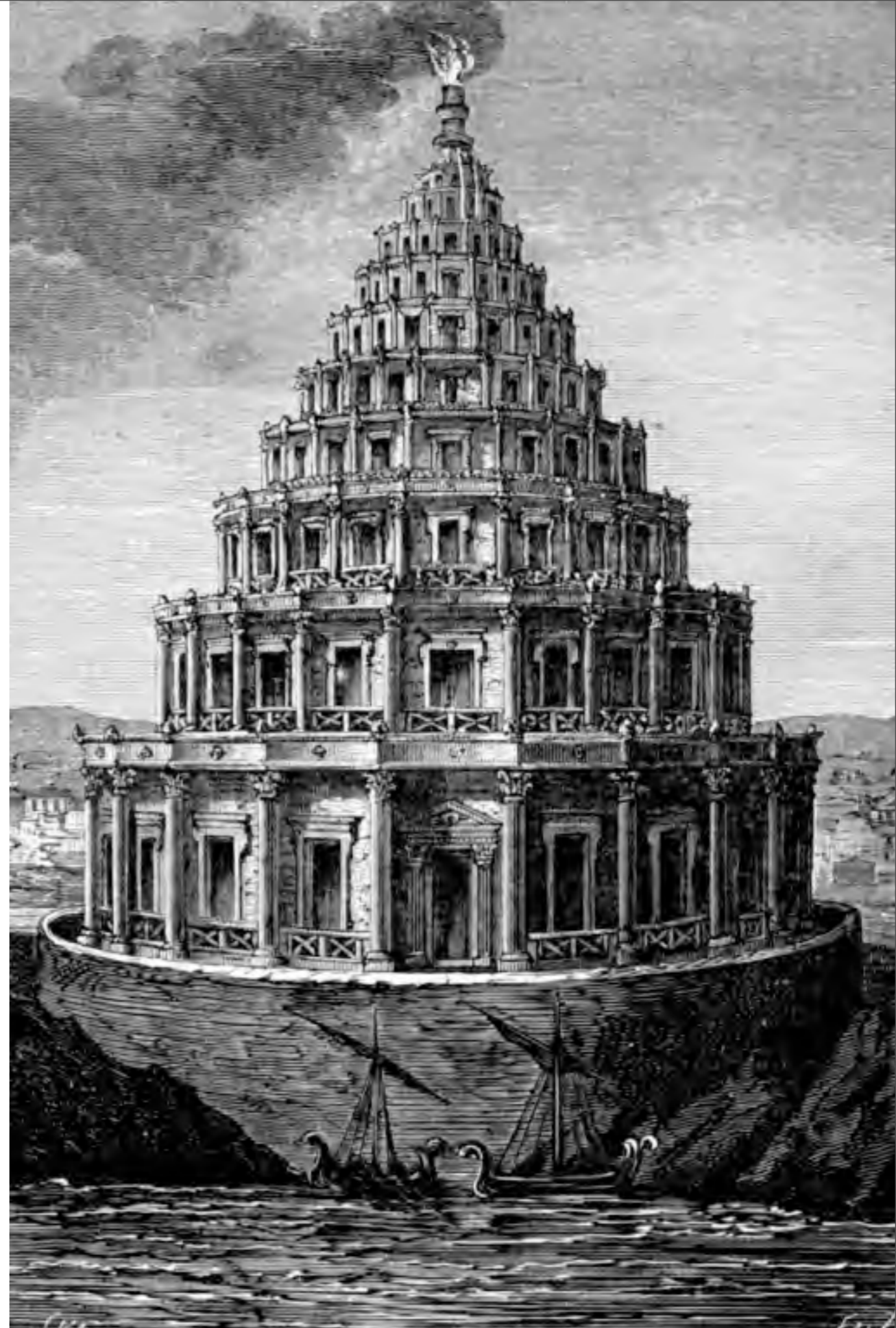
- The Mozilla Manifesto (<http://www.mozilla.org/about/mozilla-manifesto.html>)
- Wikipedia: The Mozilla Foundation (http://en.wikipedia.org/wiki/Mozilla_Foundation)

Image Credit(s)

Mozilla logo designed by Shepard Fairey (http://en.wikipedia.org/wiki/Shepard_Fairey)

One Axiom

Externalities Win

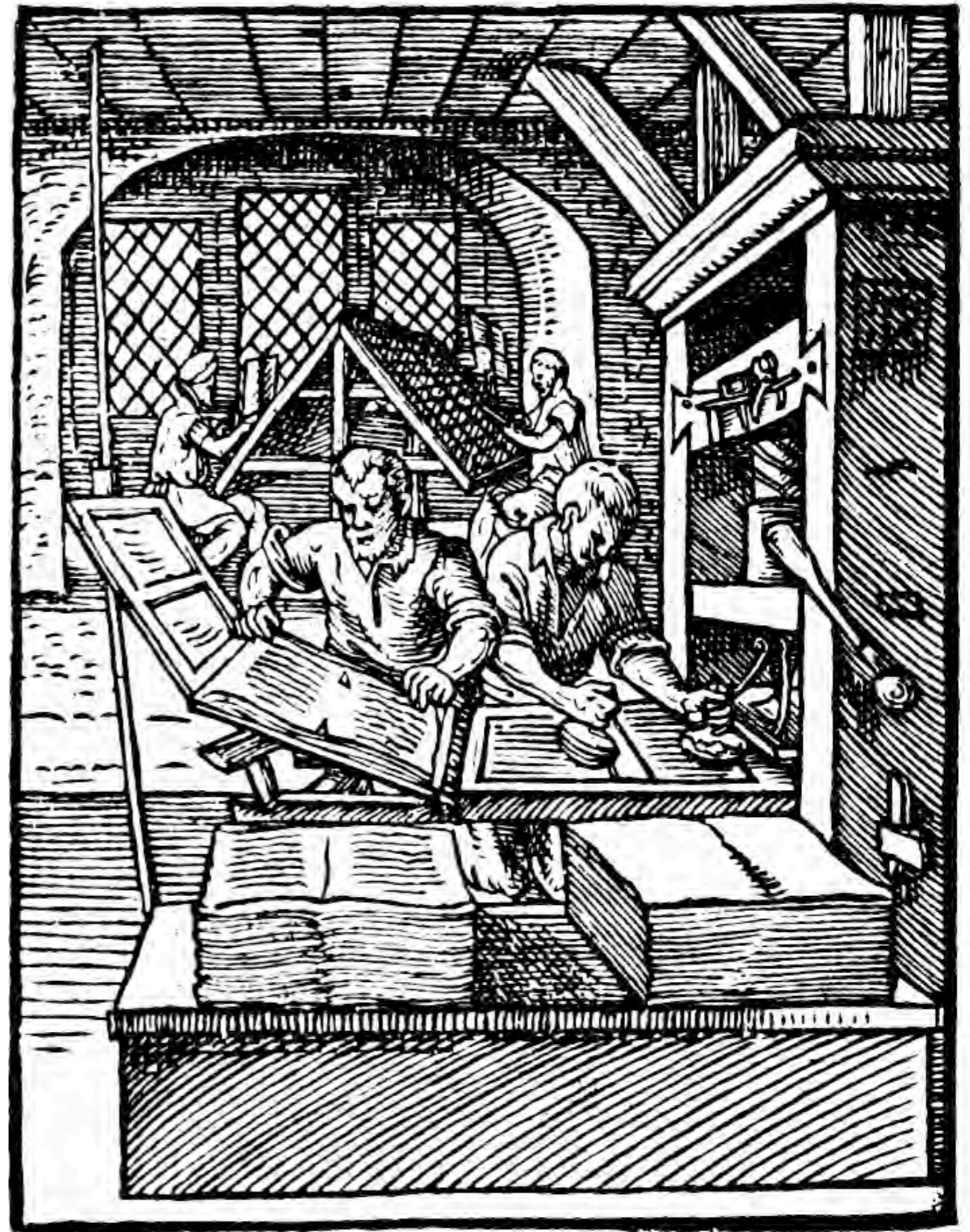


Recommended Reading

- Kevin Kelly: Better Than Free (http://www.kk.org/thetechnium/archives/2008/01/better_than_fre.php)

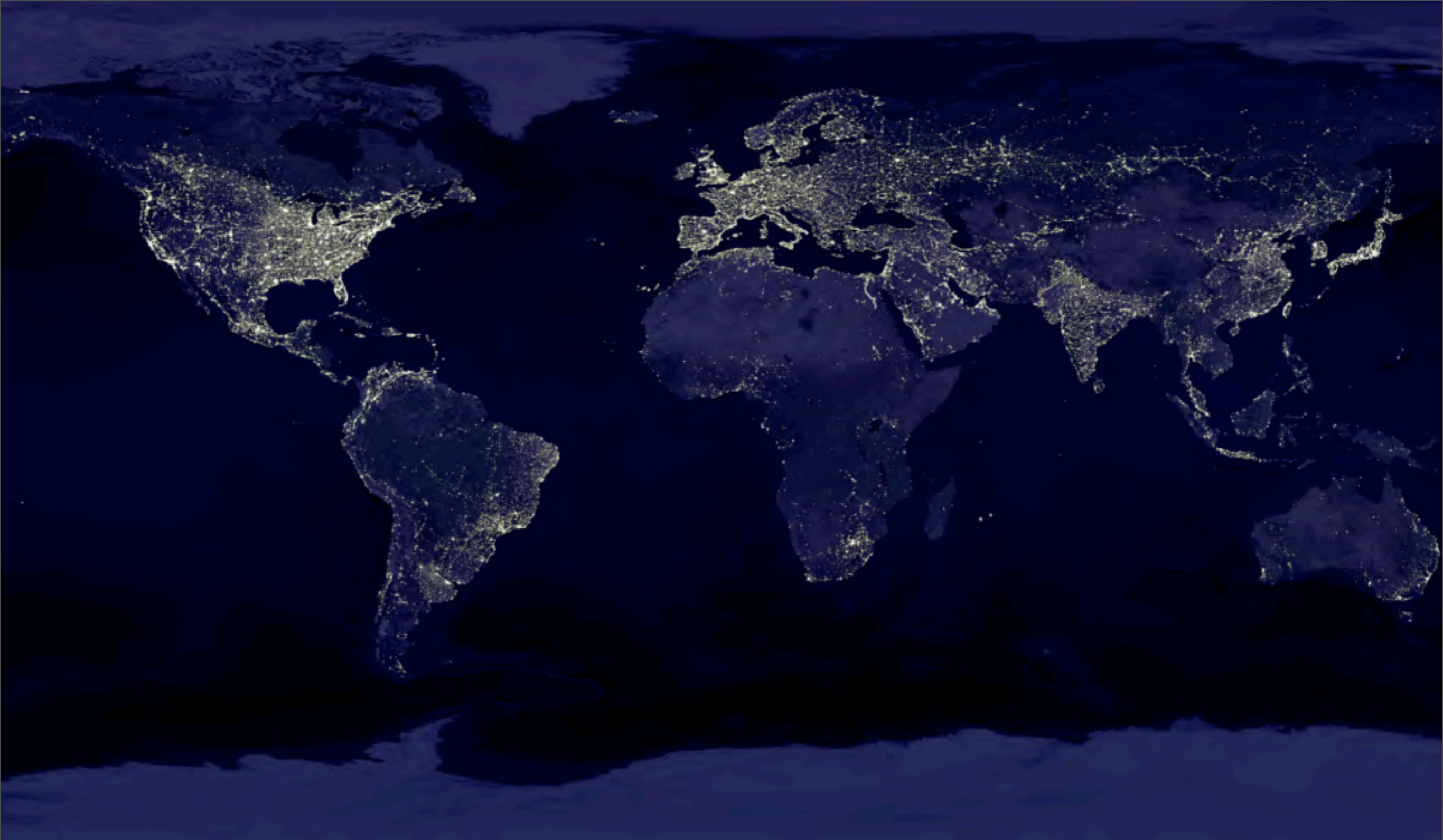
Printing Press

1450



Recommended Reading

- Wikipedia: Printing (<http://en.wikipedia.org/wiki/Printing>)
- Wikipedia: The Spread of Printing (http://en.wikipedia.org/wiki/Spread_of_printing)
- Wikipedia: Johannes Gutenberg (http://en.wikipedia.org/wiki/Johannes_Gutenberg)



The Birth of the Internet

1969

Recommended Reading

- Wikipedia: The History of the Internet (http://en.wikipedia.org/wiki/History_of_the_Internet)
- Reidar Conradi's Internet History (<http://www.idi.ntnu.no/~conradi/internet-history.html>)

Image Credit

Earth's City Lights (http://visibleearth.nasa.gov/view_rec.php?id=1438) by NASA (<http://www.nasa.gov/>)



PC Revolution

1980's

Recommended Reading

- http://en.wikipedia.org/wiki/History_of_personal_computers
- <http://en.wikipedia.org/wiki/Engelbart>

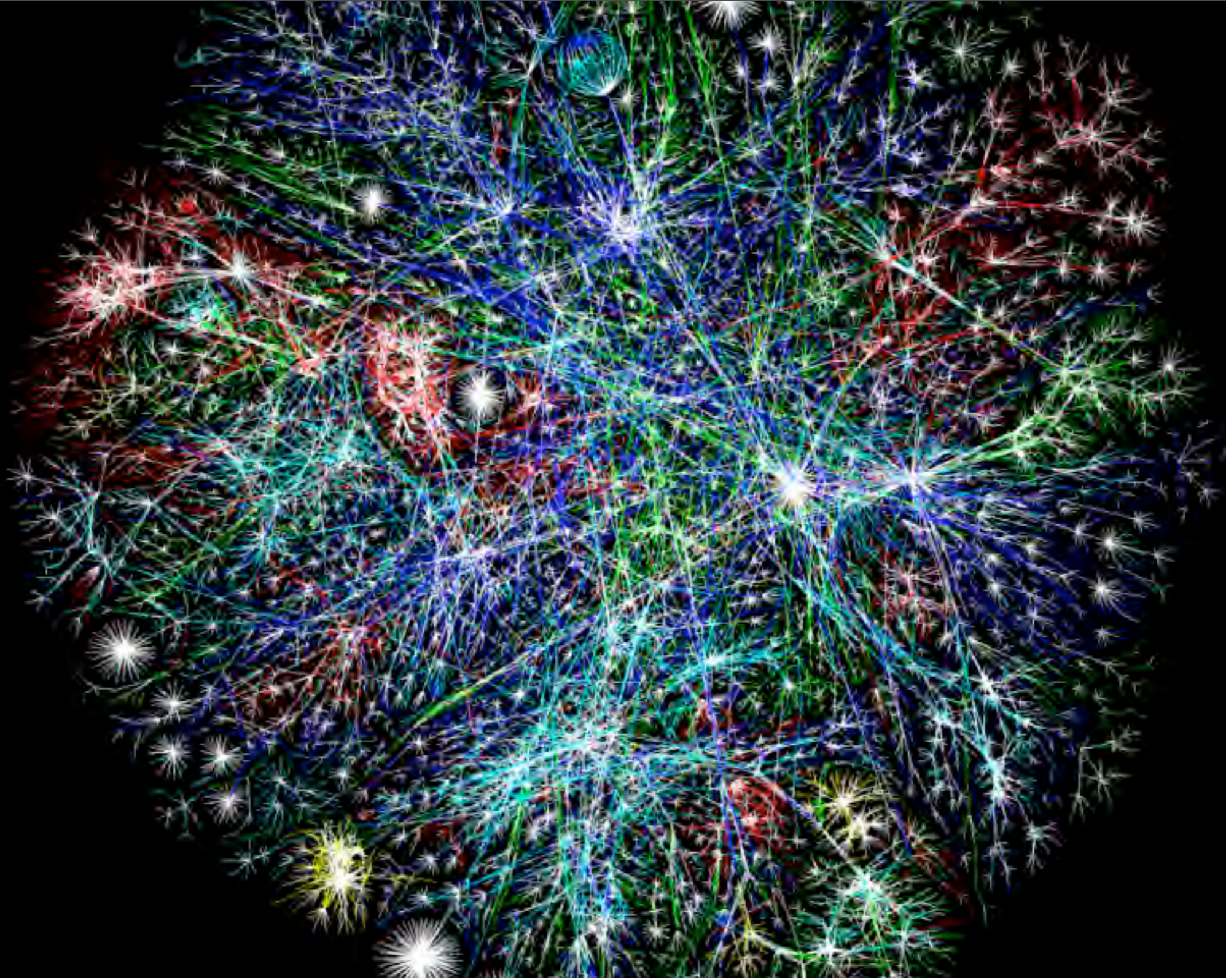
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Commodore 64 (http://fr.wikipedia.org/wiki/Commodore_64)

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The World Wide Web

1991

Recommended Reading

- http://en.wikipedia.org/wiki/History_of_the_World_Wide_Web

Image Credit

Map of the Internet from <http://www.opte.org/maps>

Browser Wars

1995 - 1998



Recommended Reading

• Wikipedia: The Browser Wars (http://en.wikipedia.org/wiki/Browser_wars)

Image Credit

The Jabberwocky (<http://en.wikipedia.org/wiki/Jabberwocky>)

Illustrated by John Tenniel (1820 - 1914; http://en.wikipedia.org/wiki/John_Tenniel)



Open Sourcing Netscape

1998

Recommended Reading

- Open Sources: Freeing the Source – The Story of Mozilla (<http://www.oreilly.com/catalog/opensources/book/netrev.html>)

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Banksy (<http://www.banksy.co.uk>)



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Introducing Mozilla

Firefox 1.0

"I've spent weeks complaining
today, by the way — I have their
tech support on the line all a
day!"

— *Anonymous user, New York*

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— *Anonymous user, New York*

And now you can...
— *Anonymous user, New York*

And now you can...
— *Anonymous user, New York*

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Firefox 1.0

2004



Firefox 2.0

2006

Recommended Reading

- Spread Firefox (<http://spreadfirefox.org>)

Image Credit

Google Maps (<http://maps.google.com/>)



Hunting the Future

Design for Congruence of
Internal & External Value

Image Credit
Banksy (<http://www.banksy.co.uk>)

Questions?

zak@mozilla.org



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